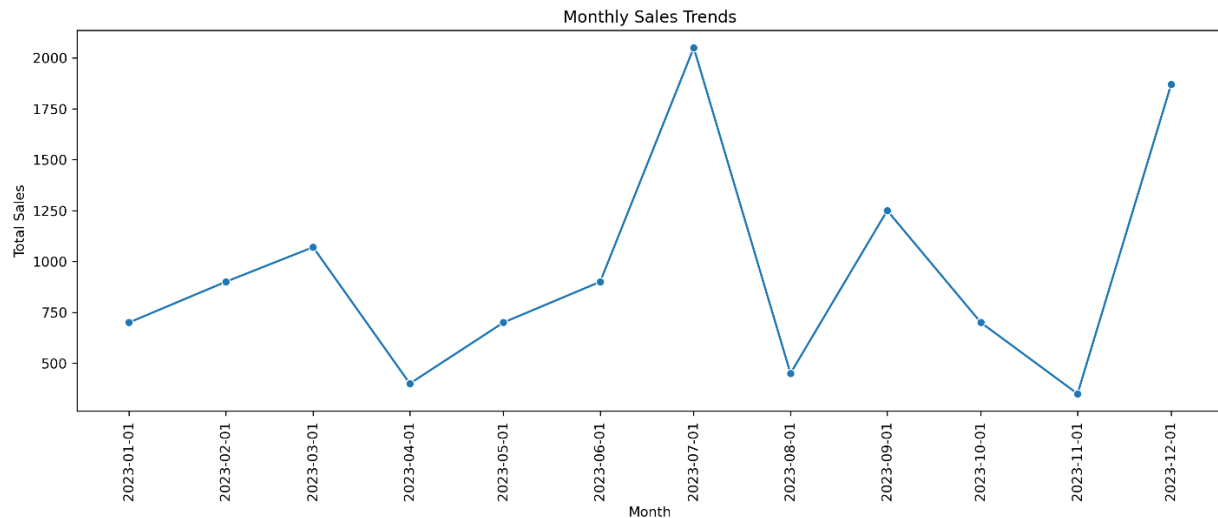## Sales Trend:

This is all about how a product performed in market, over year.

Checking sales by product, by category etc.

Monthly sales pattern:


Extreme variation in sales over the months, there is no fixed pattern to follow. This shows less effect of season on market.

Category vise sales:

This revels the top performing category vs least performing category, also the other categories those needs some investment for sales improvement.
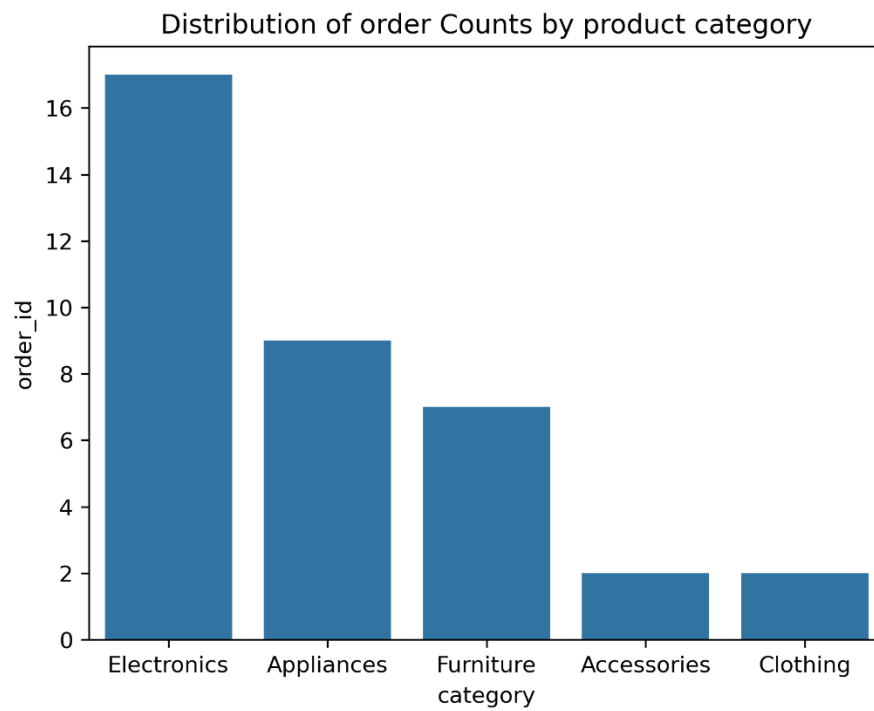
Top performing category: electronics worth INR 6000+

Least performing category: clothing, accessories worth INR < 1000

Distribution of sales by product category
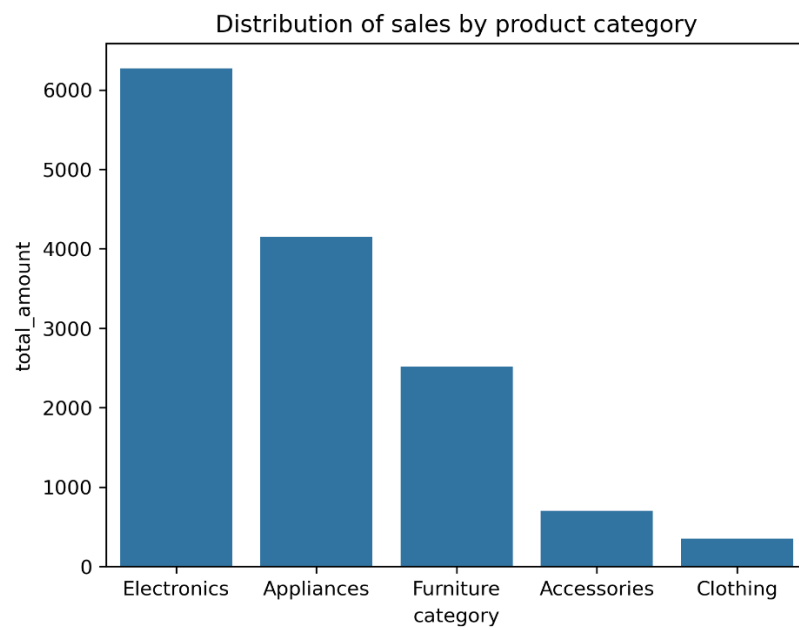
Category-wise order count:

This revels that if top performing categories are the one who most likely to be purchased frequently by customers.

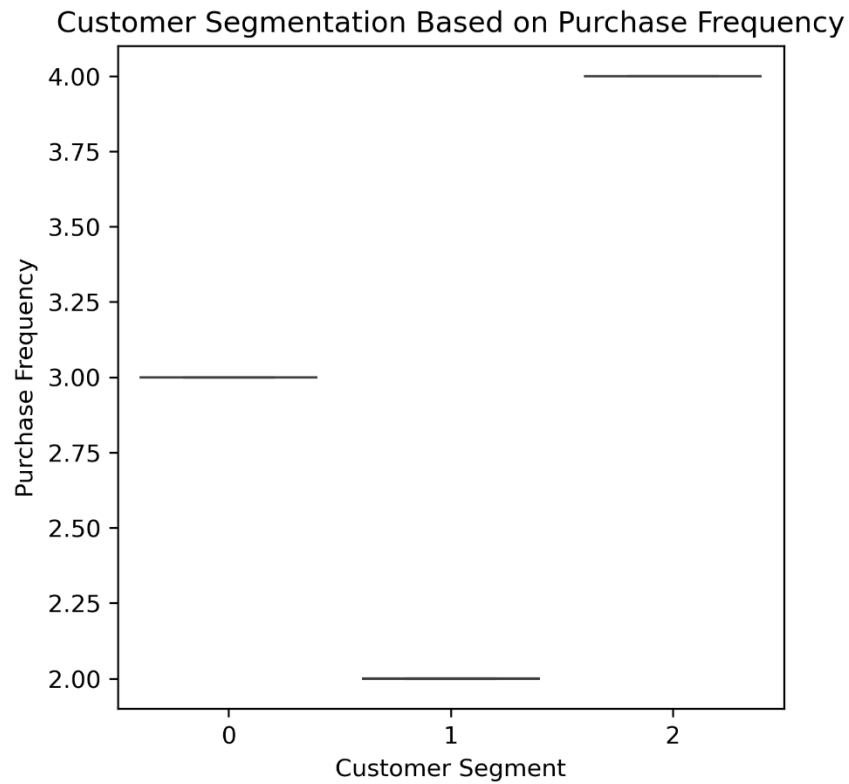Distribution of order Counts by product category

Customer segmentation on purchase frequency:

Category 1: frequent buyers

Category 2: occasional buyers

Category 3: inactive buyers

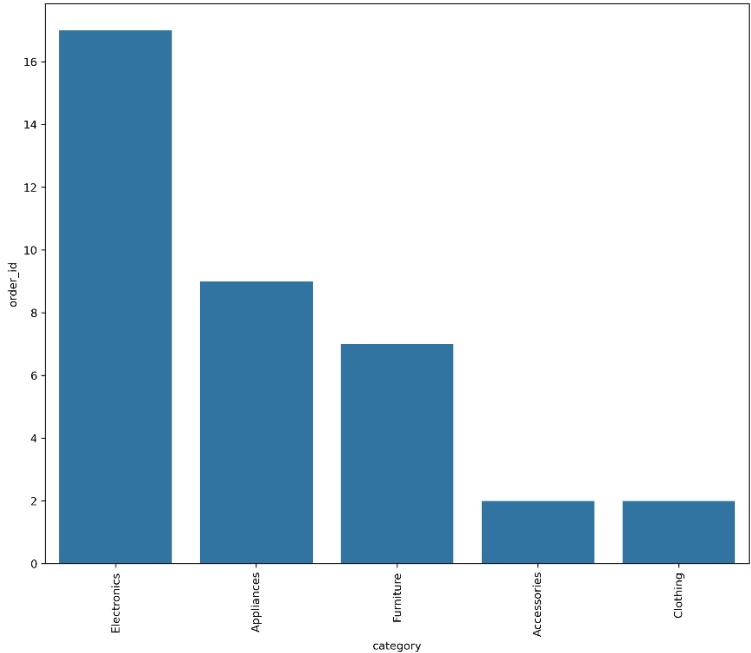Customer Segmentation Based on Purchase Frequency

Group 1: has average order count is 3 -> occasional buyers

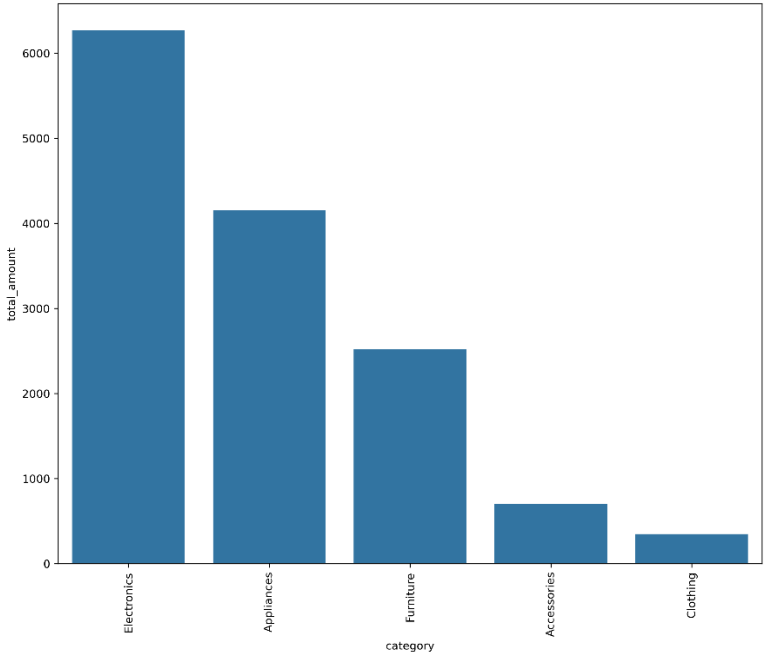Group 2: has average order count around 2 -> inactive buyers

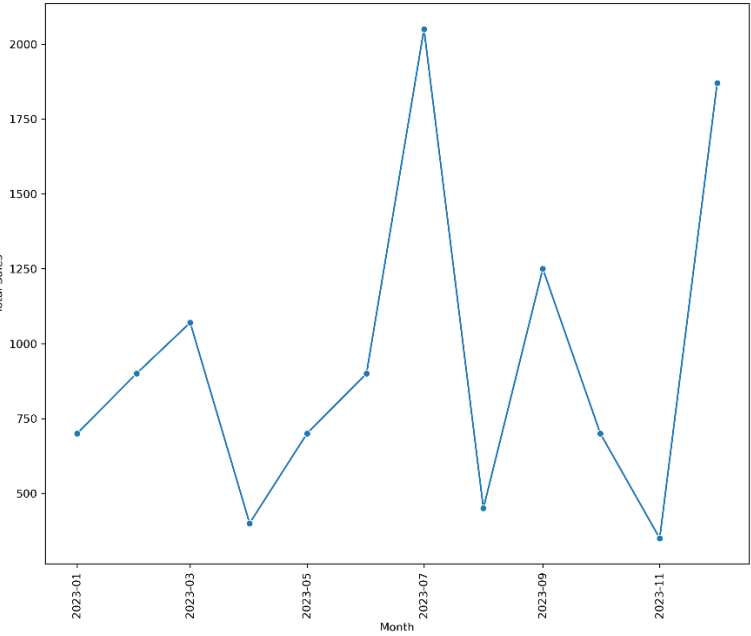group 2: has average order count 4 -> frequent buyers

Final Sales Dashboard:

Distribution of order Counts by product category

Distribution of sales by product category

Monthly Sales Trends

Customer Segmentation Based on Purchase Frequency